



pinkrockcandy.net
advertising policy

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aboutprc

Pink Rock Candy is a fashion-focused blog with occasional music-related musings. Started in December 2006, PRC has evolved from a medium for, founder, Chelsea Rae Simmons, to rant about fashion trends to a virtual scrapbook of the fashion industry and its intermingling in Chelsea's life.

In an ever-changing world of interconnectivity, fashion blogs come and go as quickly as some fashion trends. Being a three-year-old blog, PRC has a constantly growing, loyal audience. It averages Approximately 16,000 hits and 6,500 unique visitors per month.

Chelsea and Pink Rock Candy have also been featured on the TeenVOGUE blog multiple times, in the August/September 2009 issue of Fringe Indie magazine, the September 2009 issue of Lipstick Royalty magazine, and in the Fifth Edition of Style Sample Magazine in January 2010. She was also asked by Lord & Taylor to style a prom display at their New York City flagship store for the 2009 prom season.

Born November 8th, 1988, in Detroit, MI, Chelsea spent her youth dreaming of saving aquatic life, until she caught the fashion bug. She is currently attending university as a Public Relations major, French minor, with intent of working in Fashion PR. She has interned for 31 Corn Lane, Tractenberg & Co., and Twinkle by Wenlan.



advertisinginfo

Text Links: Text Link ads will appear on the lower right sidebar under the 'Favorite Fashion Blogs' list. The going rate is \$20 per month*. A reduced rate can be obtained by purchasing a year's worth of advertising upfront.

Ad Space: Static linked images will appear on the lower left sidebar below the 'Follow Pink Rock Candy' section. You may purchase an image ad space in three different sizes: 468x60, 180x150, or 180x75 (other heights are negotiable for the 180pixel width banners).

Rates

468x60 rotating linked image: \$150 per month*

250x250 rotating linked image: \$125 per month*

180x150 static linked image: \$100 per month*

125x125 static linked image: \$50 per month*

Larger sizes/smaller will be priced accordingly.

Reduced rates can be obtained by purchasing ad space in 3, 6, 9, and 12 month periods.

Affiliate Programs: I am currently a member of Commission Junction.

Pay-Per-Post: I will accept payment for product posts only if posts are done as a campaign and on a case-to-case basis. All post will be clearly marked as Sponsored Posts. All creative will have to be approved by Pink Rock Candy or created by Pink Rock Candy at an additional fee.

Rates

1-month (Four 200+ word posts, one post/week): \$100

1-month w/ creative (seen above & one PRC created images /post): \$150

Campaigns are done on a month-to-month basis

Payment: All payments are to be made through Pink Rock Candy's Paypal account (Paypal does accept credit cards from non-Paypal users).

*A month is from the specified start date in a certain month to the exact date of the following month i.e. March 15th – April 15th (advertisers will not be charged extra if ad is not removed on the exact day the purchase period ends).

PLEASE NOTE: Advertising rates may change. Once payment is made, the rate is fixed until the next advertising order is placed.

productreviews

As per usual, I enjoy being contacted by companies about their products. More often than not, I am pleased to receive products for review. It should be noted that PRC is primarily a fashion blog, but the occasional beauty product or musical group is reviewed or mentioned. Being able to produce first hand reviews for PRC readers is a wonderful addition to the many lusts and news bits posted on the blog, and encourage anyone seeking to promote their product to contact me.

I reserve the right to post an honest review, whether it is favorable or unfavorable of the item. I also reserve the right not to post a review at all– though I will be honest about the likelihood of a review prior to receipt of the item. Unless otherwise agreed upon prior to the review, all items will not be returned to the company (if clothing samples are sent to be worn by me in the 'My Style' section return postage should be paid for by the company unless otherwise discussed).

I do not participate in sponsored or paid reviews.

readergoodies

Along with reviews, I am always looking for opportunities to share your products with my readers. If you would like to host a giveaway on Pink Rock Candy, do email me.

A special graphic with the company logo and Pink Rock Candy logo will be displayed in the top sidebar to alert readers to any PRC hosted giveaways, free of charge to the giveaway sponsor.

I, Chelsea Rae Simmons, reserve the right to decline any offer, monetary or otherwise, at my discretion.

For further information contact Chelsea Rae at pinkrockfashion@gmail.com